



DESIGN RESEARCH PLANNING

This worksheet will help you outline a plan to understand what you are trying to learn about the people for whom you are designing, and how you can go about doing it. It's just a starting point, though

1

List the major questions you want to answer about people you're designing for, or themes you want to explore.

2a

Identify three mainstream / core people to learn from based on your goals.

These should be your best guess at who your customer (or end user) could be. Capture who you want to meet, why, and what research method you will use for each.

1

2

3

2b

Identify other stakeholders you should understand and learn from.

These could be people who influence the purchase, partners (for ex: vendors). Again, capture who you want to meet, why, and what research method you will use for each.



3a

Identify one analogous person.

This person is not mainstream / core, but offers a related perspective on the topic.

3b

Identify one extreme user.

Think about whose edge behaviors can inspire your process and give you a new lens.

4

Identify one inspirational or analogous activity.

This activity can be done together as a team to get inspired on the topic.